

ORDER



KSDK

Orders
Order / Rev: 720711
Alt Order #: 06363830
Product Desc: NRCC IE 2012
Estimate: 3314
Flight Dates: 10/19/12 - 10/25/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: National Republican Cong. Committee
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	41	\$55,920.00	\$47,532.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$55,920.00	\$47,532.00	0.00
Totals	41	\$55,920.00	\$47,532.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	10/23/12	10/25/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	- TWT - - -	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWT - - -					1	\$850.00		0.00			
N 2	KSDK	10/23/12	10/25/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	- TWT - - -	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWT - - -					1	\$2,800.00		0.00			
N 3	KSDK	10/23/12	10/25/12	M-F 5-6A 5-6a	CM	5-6A	- TWT - - -	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWT - - -					1	\$675.00		0.00			
N 4	KSDK	10/23/12	10/25/12	M-F 6-7A 6-7a	CM	6-7A	- TWT - - -	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWT - - -					1	\$1,350.00		0.00			
N 5	KSDK	10/23/12	10/25/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	- TWT - - -	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWT - - -					2	\$1,250.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KSDK	10/23/12	10/25/12	LN (M-F) LN (M-F)	CM	10-1035p	-TWT----	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NWS CH5-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT----	1		\$3,375.00		0.00						
N 7	KSDK	10/23/12	10/25/12	M-F 3-4p Ellen	CM	3-4p	-TWT----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT----	1		\$850.00		0.00						
N 8	KSDK	10/23/12	10/25/12	M-F 5-6A 5-6a	CM	5-6A	-TWT----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT----	1		\$675.00		0.00						
N 9	KSDK	10/23/12	10/25/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-TWT----	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NWS CH5-6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT----	1		\$3,025.00		0.00						
N 10	KSDK	10/23/12	10/25/12	M-F 6-7A 6-7a	CM	6-7A	-TWT----	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT----	1		\$1,350.00		0.00						
N 11	KSDK	10/23/12	10/25/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-TWT----	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT----	2		\$1,250.00		0.00						
N 12	KSDK	10/20/12	10/20/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$1,475.00	P-1	0.00	NM	2	\$1,475.00
NWS CH5-5 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,475.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12		Sat 5p		5-530P	-----Sa--	:30		(\$1,475.00)		0.00	NM		
See MG 12.2, 12.3															
2	KSDK	10/23/12-10/25/12		M-F 2-3p		2-3p	-TWTh-----	:30		\$675.00		0.00	NM		
Ⓜ MG for 12.1 10/20															
[n/a]															
3	KSDK	10/23/12-10/25/12		M-F 4P News		4-430P	-TWTh-----	:30		\$800.00		0.00	NM		
Ⓜ MG for 12.1 10/20															
[n/a]															
23	KSDK	10/25/12	10/25/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	---T---	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$850.00		0.00						
24	KSDK	10/25/12	10/25/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,800.00		0.00						
25	KSDK	10/25/12	10/25/12	M-F 5-6A 5-6a	CM	5-6A	---T---	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$675.00		0.00						
26	KSDK	10/25/12	10/25/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N38	KSDK	10/24/12	10/24/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	2		\$1,250.00		0.00						
N39	KSDK	10/23/12	10/25/12	M-F Noon News Noon News	CM	12-1230p	-111---	:30	3	\$790.00	P-1	0.00	NM	3	\$2,370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-111---	3		\$790.00		0.00						
N40	KSDK	10/23/12	10/25/12	M-F 4P News News 5 at Four	CM	4-430P	-111---	:30	3	\$1,125.00	P-1	0.00	NM	3	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-111---	3		\$1,125.00		0.00						
N41	KSDK	10/23/12	10/25/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	-TWT---	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT---	1		\$850.00		0.00						
Totals													41	\$55,920.00	